Modified PTO/SB/01 (10-01)
Approved for use through 10/31/2002, OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Attorney Docket Number

First Named Inventor

Google-65 (GP-171-00-US)

Kenneth W. BRONSON

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DECLARATION AND POWER OF

DESIGN

ATTORNEY FOR UTILITY OR

PATENT APPL	ICATION	COMPLETE IF KNOWN							
(37 CFR 1	1.63)	Application Number 10/732,824							
Declaration X	Declaration	Filing Date	December 10,	2003					
Submitted OR with Initial	Submitted after Initial Filing (surcharge	Art Unit	2611						
Filing	(37 CFR 1.16 (e)) required)	Examiner Name	Not yet assigne	ed					
As the below named inventor, I hereby declare that:									
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inv	entor of the subject matter wi	hich is claimed and for wh	ich a patent is soug	ht on the invention entitled:					
RETURN OF CONTENT AD SERVING RESOURCES									
	(Title of the Inv	rention)							
the specification of which									
is attached hereto									
OR									
was filed on (MM/DD/YYYY)	December 10, 2003	as United States A	pplication Number	or PCT International					
L		J							
Application Number 10/732,824	and was amended	d on (MM/DD/YYYY)		(if applicable).					
I hereby state that I have reviewed and any amendment specifically referred to	d understand the contents of above.	the above identified speci	fication, including th	e claims, as amended by					
I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.									
Thereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.									
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO					

[Page 1 of 5]

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: Customer Numb or Bar Code Lab			rrespondence address below			
Name Straub & Pokotylo						
Address 620 Tinton Avenue, Bldg. B, 2 nd Floor						
City Tinton Falls		State NJ	ZIP 07724-3260			
Country USA Te	elephone (732) 5	542-9070	Fax (732) 542-9071			
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.						
NAME OF SOLE OR FIRST INVENTOR:	A petition h	nas been filed for this unsigr	ned inventor			
Given Name (first and middle [if any]) Kenneth W.		Family Name or Surname Bronson				
Inventor's Signature Date 7/14/64						
Residence: City Venice	State CA	Country USA	Citizenship USA			
Mailing Address 39 S. Venice Blvd., Apt. #4	-1	T	T			
City Venice	State CA	ZIP 90291	Country USA			
NAME OF SECOND INVENTOR:	A petition ha	s been filed for this unsigne	d inventor			
Given Name (first and middle [if any]) Kevan Quincy		Family Name or Surname Newton				
Inventor's Signature			Date			
Residence: City Los Angeles	State CA	Country USA	Citizenship USA			
Mailing Address 1139 S. Sherbourne Drive, Apt.	.#3					
City Los Angeles	State CA	ZIP 90035	Country USA			
Additional inventors are being named on the2_su	upplemental Addition	onal Inventor(s) sheet(s) PTO/SB/0	02A attached hereto.			



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DECLARATION AND POWER OT ATTORNEY

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5

Name of Additional Joint Inventor, if any: A petition has been filed for this unsigned inventor.						ils unsigned inventor	
Given Name (first and middle [if any	J)			Family Name	or Sur	name	
Jason			Lie	bman			
Inventor's Signature						Date	
Residence: City New York	State	NY		Country USA		Citizenship USA	
Mailing Address 112 East 36th Street							
Mailing Address							
City New York	State	NY		ZIP 10016	Countr	y USA	
Name of Additional Joint Inventor, if ar	ıy:			A petition has been file	d for this	s unsigned inventor	
Given Name (first and middle [if any)			Family Na	me or S	urname	
Rama Ranganath							
Inventor's							
Signature		<u></u>	r		· · ·	Date	
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Mailing Address 2310 Rock Street, Apt. # 50)						
Mailing Address							
City Mountain View	State	e CA		ZIP 94043	Cour	ntry USA	
Name of Additional Joint Inventor, if ar	ıy:			A petition has been filed	for this	unsigned inventor	
Given Name (first and middle [if any])			Family Name	or Surn	ame	
Narayanan			Shi	vakumar			
Inventor's Signature						Date	
Residence: City San Jose	State	CA		Country USA		Citizenship India	
Mailing Address 1093 McKay Drive							
Mailing Address							
City San Jose	State	CA		7ID 95131	6-	USA	

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DECLARATION AND POWER OT ATTORNEY

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 5 of 5

Name of Additional Joint Inventor, if any:				A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])			Family Name	or Sur	name	
Deepak			Jin	dal			
Inventor's Signature						Date	
Residence: City Mountain View	State	е СА		Country USA		Citizenship India	
Mailing Address 112 East 36th Street							
Mailing Address							
City Mountain View	State	e CA		ZIP 94041	Countr	y USA	
Name of Additional Joint Inventor, if an	y:			A petition has been filed	for thi	s unsigned inventor	
Given Name (first and middle [if any])			Family Nan	e or S	urname	
Yingwei Claire				Cui			
Inventor's							
Signature	1		Т			People's Repuib.	
Residence: City Cupertino	Stat	CA e		Country		Citizenship of China	
Mailing Address 6092 Willowgrove Lane							
Mailing Address							
City Cupertino	Stat	te CA		ZIP 95014	Cou	ntry USA	
Name of Additional Joint Inventor, if an	y:			A petition has been filed f	or this	unsigned inventor	
Given Name (first and middle [if any]))		Family Name or Surname				
Inventor's Signature				7		Date	
Residence: City	State	<u> </u>		Country		Citizenship	
Mailing Address							
Mailing Address							
City	State			710	C.	untne	

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DECLARATION AND POWER OF Attorney Docket Number Goog	tains a valid OMB control number.								
ATTORNEY FOR LITH ITY OR	eth W. BRONSON								
DESIGN									
PATENT APPLICATION (37 CFR 1.63) Application Number 10/732,824									
	0. 2002								
Declaration Declaration OP Submitted after Initial	0, 2003								
with Initial Filing (surcharge									
Filing (37 GFK 1.16 (e)) required) Examiner Name Not yet assi	gned								
As the below named inventor, I hereby declare that:									
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is su	ought on the invention entitled:								
RETURN OF CONTENT AD SERVING RESOURCES									
REPORT OF CONTENT AD SERVING RESOURCES									
(Title of the Invention) the specification of which	:								
is attached hereto									
OR Was filed on (MM/DD/YYYY) December 10, 2003 as United States Application Numl	or or PCT International								
was filed on (MM/DD/YYYY) December 10, 2003 as United States Application Number 10, 2003	er of PC1 international								
10/722 204	-								
Application Number 10/732,824 and was amended on (MM/DD/YYYY)	(if applicable).								
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States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is									
claimed. Prior Foreign Application Foreign Filing Date Priority Certified Copy Attached?									
Number(s) Country (MM/DD/YYYY) Not Claimed									
I I I I	1								

[Page 1 of 5]

DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: 🗵 Customer Numbe or Bar Code Labe	-	79	OR □ Corr	espondence address below		
Name Straub & Pokotylo						
Address 620 Tinton Avenue, Bldg. B, 2 nd Floor						
City Tinton Falls		State NJ		ZIP 07724-3260		
Country USA Tel	ephone (732) 5	542-9070		Fax (732) 542-9071		
I hereby declare that all statements made herein of my or are believed to be true; and further that these statement made are punishable by fine or imprisonment, or both, u validity of the application or any patent issued thereon.	ts were made wit	h the knowledge	e that willful false s	statements and the like so		
NAME OF SOLE OR FIRST INVENTOR:	A petition h	nas been filed	I for this unsign	ed inventor		
Given Name (first and middle [if any]) Kenneth W.		Family Name or Surname	Bronson			
Inventor's Signature				Date		
Residence: City Venice	State CA	Coun	try USA	Citizenship USA		
Malling Address 39 S. Venice Blvd., Apt. # 4						
City Venice	State CA	ZIP_	90291	Country USA		
NAME OF SECOND INVENTOR:	A petition ha	s been filed f	or this unsigne	d inventor		
Given Name (first and middle [if any]) Kevan Quincy		Family Name or Surname	Newton			
Inventor's Signature V New				Date 7)14/04		
Residence: City Los Angeles	State CA	Count	ry USA	Citizenship USA		
Mailing Address 1139 S. Sherbourne Drive, Apt.	#3					
City Los Angeles	State CA	ZIP	90035	Country USA		
Additional inventors are being named on the2_supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.						



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DECLARATION AND

ADDITIONAL INVENTORIES

POWER OT ATTORNEY

Supplemental Sheet Page 4 of 5

Name of Additional Joint Inventor, if any	A petition has been filed for this unsigned inventor						
Given Name (first and middle [if any])	l			Family Name	or Surr	ame	
Jason			Lie	bman			
Inventor's Signature	·					Date	
Residence: City New York	State	e NY		Country USA		Citizenship USA	
Mailing Address 112 East 36th Street							
Mailing Address				_			
City New York	Stat	e NY		ZIP 10016	Country	USA	
Name of Additional Joint Inventor, if any:					unsigned inventor		
Given Name (first and middle [if any])			Family Name or Surname				
Rama				Ranganath			
Inventor's							
Signature	Т		T			Date	
Residence: City Mountain View	Stat	CA te		Country		USA Citizenship	
Malling Address 2310 Rock Street, Apt. # 50)						
Mailing Address							
City Mountain View	Sta	ite CA		ZiP 94043	Cour	ntry USA	
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Given Name (first and middle [if any])			Family Name or Surname				
Narayanan			Shi	vakumar			
Inventor's Signature						Date	
Residence: City San Jose	State	, CA		Country USA		Citizenship India	
Malling Address 1093 McKay Drive							
Malling Address							
City San Jose	State	• CA		ZIP 95131	c _o	untry USA	

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DECLARATION AND POWER OT ATTORNEY

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 5 of 5

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Yingwei Claire				Cui			
Inventor's							
Signature	1		Т			People's Repuib.	
Residence: City Cupertino	Stat	CA te		Country		Citizenship of China	
Mailing Address 6092 Willowgrove Lane							
Malling Address							
City Cupertino	Sta	te CA		ZIP 95014	Cour	ntry USA	
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Inventor's Signature						Date	
Residence: City	State	9		Country		Citizenship	
Mailing Address							
Malling Address							
City	State	•		ZIP	Co	untry	

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Chief the Labermont recognic from persons are required to respond to a concessor of information disease it contains a value of the contains and the contains a value of the co								
DECLARATION AND POWER OF	Attorney Docket Nu	mber	Google-65 (GP-171-00-US)					
ATTORNEY FOR UTILITY OR DESIGN	First Named Invento	r	Kenneth W. BRONSON					
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(37 CFR 1.63)	Application Number	10/732,824						
Declaration Submitted OR Submitted after Initial with Initial Filing (surcharge	Filing Date	December 10, 2003						
	Art Unit	2611						
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9	required)	Examiner Name	Not yet assigne	ea					
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		, <u>,</u>							
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[Page 1 of 5]

DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

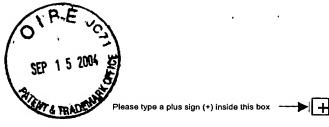
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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Name Straub & Pokotylo							
Address 620 Tinton Avenue, Bldg. B, 2 nd Floor City Tinton Falls State NJ ZIP 07724-3260 Country USA Telephone (732) 542-9070 Fax (732) 542-9071 Ihereby declare that all statements made herein of my own knowledge are frue and that all statements and the like of are believed to be true; and further that these statements eme made with the knowledge that willful false statements and the like of made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements and the like of made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon. NAME OF SOLE OR FIRST INVENTOR: A petition has been filed for this unsigned inventor Given Name (first and middle [if any]) Kenneth W. Family Name or Sumame Bronson Inventor's Signature Bate CA ZIP 90291 Country USA A petition has been filed for this unsigned inventor City Venice State CA ZIP 90291 Country USA A petition has been filed for this unsigned inventor Given Name (first and middle [if any]) Kevan Quincy Family Name or Surname Newton Inventor's Signature Date Residence: City Los Angeles State CA Country USA Citizenship USA Mailling Address 1139 S. Sherbourne Drive, Apt. # 3 City Los Angeles State CA ZIP 90035 Country USA			179	OR 🗆 Corr	espondence address below		
Country USA Telephone (732) 542-9070 Fax (732) 542-9071 I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon. NAME OF SOLE OR FIRST INVENTOR: Given Name (first and middle [if any]) Kenneth W. Inventor's Signature Residence: City Venice State CA State CA ZIP 90291 Country USA Citizenship USA Mailing Address 39 S. Venice Blvd., Apt. # 4 City Venice State CA ZIP 90291 Country USA Citizenship USA Mailing Address (Family Name or Surname Newton) Family Name or Surname Newton Inventor's Signature Residence: City Los Angeles State CA ZIP 90035 Country USA Citizenship USA	Name Straub & Pokotylo	•••••	•••••	•••••			
Inventor's Signature State CA ZIP 90291 Country USA Mailing Address 39 S. Venice Blvd., Apt. # 4 City Venice State CA ZIP 90291 Country USA NAME OF SECOND INVENTOR: Apt. # 3 City Name (first and middle [if any]) Kevan Quincy Inventor's Signature State CA ZIP 90291 Country USA A petition has been filed for this unsigned inventor State CA ZIP 90291 Country USA A petition has been filed for this unsigned inventor City Venice State CA ZIP 90291 Country USA Mailing Address 1139 S. Sherbourne Drive, Apt. # 3 City Los Angeles State CA ZIP 90035 Country USA Citizenship USA	Address 620 Tinton Avenue, Bldg. B, 2 nd Floor						
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Residence: City Venice State CA Country USA Citizenship USA Mailing Address 39 S. Venice Blvd., Apt. # 4 City Venice State CA ZIP 90291 Country USA NAME OF SECOND INVENTOR: A petition has been filed for this unsigned inventor Given Name (first and middle [if any]) Kevan Quincy Inventor's Signature Residence: City Los Angeles State CA Country USA Citizenship USA Country USA Citizenship USA Mailing Address 1139 S. Sherbourne Drive, Apt. # 3 City Los Angeles State CA ZIP 90035 Country USA							
Mailing Address 39 S. Venice Blvd., Apt. #4 City Venice State CA ZIP 90291 Country USA NAME OF SECOND INVENTOR: A petition has been filed for this unsigned inventor Given Name (first and middle [if any]) Kevan Quincy Family Name or Surname Newton Inventor's Signature Date Residence: City Los Angeles State CA Country USA Citizenship USA Mailing Address 1139 S. Sherbourne Drive, Apt. #3 City Los Angeles State CA ZIP 90035 Country USA					Date		
City Venice State CA ZIP 90291 Country USA A petition has been filed for this unsigned inventor Given Name (first and middle [if any]) Kevan Quincy Inventor's Signature Residence: City Los Angeles State CA Country USA Citizenship USA Mailing Address 1139 S. Sherbourne Drive, Apt. #3 City Los Angeles State CA ZIP 90035 Country USA	Residence: City Venice	State CA	Coun	try USA	Citizenship USA		
NAME OF SECOND INVENTOR: A petition has been filed for this unsigned inventor Given Name (first and middle [if any]) Kevan Quincy Inventor's Signature Residence: City Los Angeles State CA Country USA Citizenship USA City Los Angeles State CA ZIP 90035 Country USA	Mailing Address 39 S. Venice Blvd., Apt. #4						
Given Name (first and middle [if any]) Kevan Quincy Inventor's Signature Residence: City Los Angeles State CA Country USA Citizenship USA City Los Angeles State CA ZIP 90035 Country USA	City Venice	State CA	ZIP	90291	Country USA		
(first and middle [if any]) Kevan Quincy Inventor's Signature Residence: City Los Angeles State CA Country USA Citizenship USA Mailing Address 1139 S. Sherbourne Drive, Apt. #3 City Los Angeles State CA ZIP 90035 Country USA	NAME OF SECOND INVENTOR:	A petition ha	s been filed f	for this unsigned	d inventor		
Residence: City Los Angeles State CA Country USA Citizenship USA Mailing Address 1139 S. Sherbourne Drive, Apt. #3 City Los Angeles State CA ZIP 90035 Country USA				Newton			
Mailing Address 1139 S. Sherbourne Drive, Apt. #3 City Los Angeles State CA ZIP 90035 Country USA					Date		
City Los Angeles State CA ZIP 90035 Country USA	Residence: City Los Angeles	State CA	Count	try USA	Citizenship USA		
	Mailing Address 1139 S. Sherbourne Drive, Apt.	#3					
	City Los Angeles	State CA	ZIP	90035	Country USA		



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ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 4 of 5

Name of Additional Joint Inventor, if any: A petition has been filed for this unsigned inventor						his unsigned inventor
Given Name (first and middle [if any])			Family Nan	ne or Su	rname
Jason			Lie	bman		
Inventor's Signature	>					Date MINION
Residence: City New York	1	e NY		Country USA		Citizenship USA
Mailing Address 112 East 36th Street				·		
Mailing Address						
City New York	State	e NY		ZIP 10016	Count	ry USA
Name of Additional Joint Inventor, if an	y:			A petition has been fil	ed for th	is unsigned inventor
Given Name (first and middle [if any]])		4	Family N	ame or S	Surname
Rama Ranganath						
Inventor's						
Signature	$\overline{}$		Т			Date
Residence: City Mountain View	Stat	cA te		Country		Citizenship USA
Mailing Address 2310 Rock Street, Apt. # 50)					
Mailing Address						
City Mountain View	Staf	te CA		ZIP 94043	Cou	untry USA
Name of Additional Joint Inventor, if an	y:			A petition has been file	d for this	unsigned inventor
Given Name (first and middle [if any])			Family Name or Surname			
Narayanan S			Shivakumar			
Inventor's Signature				<u>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</u>		Date
Residence: City San Jose	State	CA		Country USA		Citizenship India
Mailing Address 1093 McKay Drive						
Mailing Address						
City San Jose	State	CA		ZIP 95131	C	ountry USA

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DECLARATION AND POWER OT ATTORNEY

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 5 of 5

Name of Additional Joint Inventor, if a	ıy:	☐ A petition has been filed for this unsigned inventor						
Given Name (first and middle [if any])				Family Name or Surname				
Deepak	Jine	dal						
Inventor's Signature				Date				
Residence: City Mountain View	Sta	te CA		Country USA		Citizenship India		
Mailing Address 112 East 36th Street								
Mailing Address								
City Mountain View	Sta	te CA		ZIP 94041	Count	usa USA		
Name of Additional Joint Inventor, if a	ny:			A petition has been fi	led for th	is unsigned inventor		
Given Name (first and middle [if any])			Family Name or Surname				
Yingwei Claire Cui						_		
Inventor's Signature						Date		
Residence: City Cupertino	Sta	CA ate		Country USA		People's Repuib. Citizenship of China		
Mailing Address 6092 Willowgrove Lane								
Mailing Address				· •				
City Cupertino	St	ate CA		ZIP 95014	Coi	untry USA		
Name of Additional Joint Inventor, if a	ny:			A petition has been file	ed for this	s unsigned inventor		
Given Name (first and middle [if any])		Family Name or Surname					
Inventor's Signature						Date		
Residence: City	State				Country			
Mailing Address								
Mailing Address								
City	Stat	te		ZIP	c	ountry		

TO TRADE

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DECLARATION AND POWER OF	Attorney Docket Nu	nber Google-65 (GP-171-00-US)				
ATTORNEY FOR UTILITY OR DESIGN	First Named Invento	Kenneth W. BRONSON				
PATENT APPLICATION	COMPLETE IF KNOWN					
(37 CFR 1.63)	Application Number	0/732,824				
Declaration Submitted OR Submitted after Initial with Initial Filing (surcharge	Filing Date	December 10, 2003				
	Art Unit	2611				
with Initial Filing (surcharge (37 CFR 1.16 (e))	1					

1 11113	required)	Examiner Name	Not yet assigne	;u					
As the below named inventor, I here	by declare that:	1		·					
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:									
RETURN OF CONTENT AD SERVING RESOURCES									
	(Title of the in	vention)							
the specification of which									
Is attached hereto									
OR									
was filed on (MM/DD/YYYY)	December 10, 2003	as United States A	pplication Number	or PCT international					
Application Number 10/732,824 and was amended on (MM/DD/YYYY) (if applicable).									
thereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.									
applications, material information which international filing date of the continual	I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.								
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT International application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.									
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO					
Additional foreign application nu	mbers are listed on a supple	mental priority data sheet F	PTO/SB/02B attach	ed hereto:					

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: Customer Number or Bar Code Label	8	79	OR □ Corr	espondence address below				
Name Straub & Pokotylo								
Name Sulado & Fokotylo		· · · · · · · · · · · · · · · · · · ·						
Address 620 Tinton Avenue, Bldg. B, 2 nd Floor								
City Tinton Falls		State NJ		ZIP 07724-3260				
City Thitoir Tails								
Country USA Tele	phone (732) 5	42-9070		Fax (732) 542-9071				
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.								
NAME OF SOLE OR FIRST INVENTOR:	A petition h	as been file	d for this unsign	ned inventor				
Given Name (first and middle [if any]) Kenneth W. Family Name or Surname Bronson								
Inventor's				Date				
Signature	r			Date				
Residence: City Venice	State CA	Cour	ntry USA	Citizenship USA				
Residence: City Venice	Olate	1004						
Malling Address 39 S. Venice Blvd., Apt. #4								
City Venice	State CA	ZIP	90291	Country USA				
NAME OF SECOND INVENTOR:	A petition he	s been filed	for this unsigne	d inventor				
NAME OF SECOND INVENTOR.	A pention na	la pacifilia	TOT WING GROUND					
Given Name (first and middle [if any]) Kevan Quincy								
The state of the s								
Inventor's Signature				Date				
7 - A 1	Same CA	J. C	ntry USA	Citizenship USA				
Residence: City Los Angeles	State CA	Coul	my OSA	Loursenguis Opy				
Maria Adda a 1120 C Challes and #2								
Malling Address 1139 S. Sherbourne Drive, Apt.	""							
City Los Angeles	State CA	ZìP	90035	Country USA				
	pplemental Addit	ional inventor(s	s) sheet(s) PTO/SB	/02A attached hereto.				
Additional inventors are being named on the2_supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.								

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DECLARATION AND POWER OT ATTORNEY

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 4 of 5

	1						
Name of Additional Joint Inventor, if any: A petition has been filed for this unsigned inventor							
Given Name (first and middle [if any])			Family Name or Surname				
Jason <u>Liebman</u>							
Inventor's Signature						Date	
Residence: City New York	Stat	e NY		Country USA		Citizenship USA	
Malling Address 112 East 36th Street							
Mailing Address							
City New York	Stat	NY		ZIP 10016	Countr	y USA	
Name of Additional Joint Inventor, if an	y:			A petition has been file	ed for thi	s unsigned inventor	
Given Name (first and middle [if any]	٠			Family N	ame or S	urname	
Rama			F	Ranganath			
Inventor's La Ga La Ga	عــــ	2 Th				Date 7/14/04	
Residence: City Mountain View CA				Country USA	Citizenship USA		
Mailing Address 2310 Rock Street, Apt. # 50)						
Malling Address							
City Mountain View	Sta	ate CA		ZIP 94043	Cou	ntry USA	
Name of Additional Joint Inventor, if an	y:			petition has been file	d for this	unsigned inventor	
Given Name (first and middle [if any]				Family Nan	ne or Sur	name	
Narayanan Shivakumar							
Inventor's Signature			· · · · ·			Date	
Residence: City San Jose State CA Country USA Citizenship India					Citizenship India		
Mailing Address 1093 McKay Drive							
Malling Address							
city San Jose	Stat	e CA		ZIP 95131	C	ountry USA	

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ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 5 of 5

			-				
Name of Additional Joint Inventor, if an	y:	☐ A petition has been filed for this unsigned inventor					
Given Name (first and middle [if any]		Family Name or Surname					
Deepak			Jino	<u>ial</u>			
Inventor's Deeple list.					Date 7/14/2004		
Residence: City Mountain View	Stat	e CA		Country USA		Citizenship India	
Mailing Address 112 East 36th Street	,						
Malling Address							
City Mountain View	Sta	e CA		ZIP 94041	Countr	y USA	
Name of Additional Joint Inventor, if an	y:			A petition has been filed	for this	s unsigned inventor	
Given Name (first and middle [if any])			Family Nam	e or S	urname	
Yingwei Claire				Cui			
Inventor's Signature			Date 7/14/04 People's Repuib.				
Residence: City Cupertino	Sta	CA		Country		People's Repuib. Citizenship of China	
Mailing Address 6092 Willowgrove Lane							
Mailing Address							
City Cupertino	Sta	te CA		ZIP 95014	Cou	ntry USA	
Name of Additional Joint Inventor, if ar	ıy:			A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])		Family Name or Surname				
Inventor's Signature						Date	
Residence: City	sidence: City State Country					Citizenship	
Mailing Address							
Mailing Address							
City	Stat	9		ZIP	Co	untry	

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ř.	DECLARATION AND POWER OF	Attorney Docket Nur	mber Google-65 (GP-171-00-US)		
TRADEN	ATTORNEY FOR UTILITY OR DESIGN	First Named Inventor	Kenneth W. BRONSON		
1,1,1,0	PATENT APPLICATION	COMPLETE IF KNOWN			
	(37 CFR 1.63)	Application Number	10/732,824		
	Declaration Declaration	Filing Date	December 10, 2003		
	Submitted OR Submitted after Initial with Initial Filing-(surcharge	Art Unit	2611		
	Filing (37 CFR 1.16 (e)) required)	Examiner Name	Not yet assigned		

As the below named inventor, I her	eby declare that:								
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:									
RETURN OF CONTENT AD SERVING RESOURCES									
	(Title of the I	nvention)		· · · · · · · · · · · · · · · · · · ·					
the specification of which									
is attached hereto									
OR	•								
was filed on (MM/DD/YYYY)	December 10, 2003	as United States	Apolication Number	or PCT International					
			•••••						
Application Number 10/732,824 and was amended on (MM/DD/YYYY) (if applicable).									
I hereby state that I have reviewed an any amendment specifically referred to	d understand the contents of above.	of the above identified spec	ification, including t	ne claims, as amended by					
I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.58, including for continuation-in-part applications, material information which became available between the filling date of the prior application and the national or PCT international filling date of the continuation-in-part application.									
Thereby claim foreign priority benefits under 35 U.S.C. 119(a)–(d) or (f), or 385(b) of any foreign application(s) for patent, inventors or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filling date before that of the application on which priority is claimed.									
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO					
		(0.000011111)		YES NO					
Additional foreign application nu	mbers are listed on a supple	emental priority data sheet	PTO/SB/02B attach	ed hereto:					

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

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Please type a plus sign (+) inside this box

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Supplemental Sheet Page 4 of 5

_Name_of_Additional_Joint_Inventor, if any	/: <u>_</u> _			A pctition has been fi	led_for_ti	nis.unsigned.inventor	
Given Name (first and middlo [if any])		Family Nam	e or Sur	name			
Jason			Lie	bman			
Inventor's Signature	_					Date	
Residence: City New York	Şta	te NY		Country USA		Citizenship USA	
Mailing Address 112 East 36th Street							
Mailing Address							
City New York	Sta	te NY		ZIP 10016	Count	y USA	
Name of Additional Joint Inventor, if any:							
Given Name (first and middlo [if any])				Family Na	me or S	urnamo	
Rama				Ranganath			
Inventor's Signature						Date	
Residence: City Mountain View	Sta	cA		Country USA		Citizenship USA	
Malling Address 2310 Rock Street, Apt. # 50							
Mailing Address							
City Mountain View	St	ate CA		ZIP 94043	Cou	ntry USA	
Name of Additional Joint Inventor, If any	/ :			A petition has been filed	for this	unsigned inventor	
Given Name (first and middle [if any])				Family Nam	o or Sur	name	
Narayanan Shiyakumar							
Inventor's Signature Date 20 Aug 04							
Residence: City San Jose	Stat	, CA		Country USA		Citizenship India	
Mailing Address 1093 McKay Drive							
Mailing Address							
City San Jose		• CA		zıp 95131		ountry USA	

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